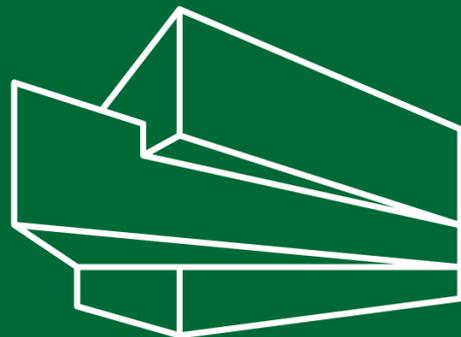




HERITAGE GRANT

Tourism Commission

September 9, 2019



Heritage Tourism

CITY OF AUSTIN
ECONOMIC
DEVELOPMENT

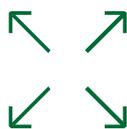
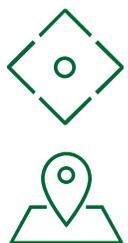
Heritage Grant Program

The purpose of the Heritage Grant Program is to promote tourism through the preservation, restoration, or rehabilitation of historic buildings, structures, sites, objects, monuments sites or districts.

Per Tax Code 351, for historic and preservation projects, the project must be at, or in the immediate vicinity of, convention center facilities or visitor information centers; or located in the areas that would be frequented by tourists and convention delegates.



Heritage Grant Program Updates

| Council Policy Direction | Administrative Enhancement |
|---|--|
|  <p>Funding threshold increased Heritage Grant awards increased from \$59,000 to \$250,000</p> | <p>Applicants Required to register as Vendors with the City of Austin austintexas.gov/financeonline/vendor_connection</p> |
|  <p>Applicant pool expanded Nonprofit, government and now, commercial applicants are eligible to apply for preservation and restoration projects</p> | <p>Online Application Process Captures key information including:</p> <ul style="list-style-type: none"> ▪ Applicant Information ▪ Project Property Information ▪ Tourism Impact ▪ Preservation Impact ▪ Project Budget ▪ Capacity and Qualifications ▪ Project Schedule ▪ Equity ▪ Coordination with Essential Partners |
|  <p>Eligible projects expanded Heritage Capital Projects and now, Site-specific Heritage Tourism Projects (will be comprised of 15% of total available allocation)</p> | |

Heritage Grant Program Updates

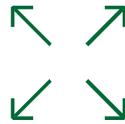
Initial Applicant Stats



23

Total applications received

- \$3.25M total requested [\$1.78M available]
- 13% ALANA applicants



19

Nonprofit applicants

4

Commercial applicants



18

Heritage Capital Projects



5

Site-specific Heritage Tourism Projects



Heritage Grant Program Internal Review

Initial Eligibility Review:

1. Must promote tourism;
2. Must be a qualifying preservation project;
3. Measurable evaluation criteria;
4. Applicant must be in good standing with all City contracts and past Heritage Grants;
5. Application must be complete.

Heritage Grant Program Scoring Criteria

| SCORING CRITERIA | Max Score |
|--------------------------------------|-----------|
| Tourism Impact | 30 |
| Preservation Impact | 30 |
| Project Budget | 15 |
| Capacity and Qualifications | 10 |
| Project Schedule | 5 |
| Equity | 5 |
| Coordination with Essential Partners | 5 |



Recommended Applicant District Data

| DISTRICT NUMBER | APPLICANT STATS |
|-----------------|-----------------|
| District 1 | 3 |
| District 3 | 1 |
| District 5 | 1 |
| District 9 | 7 |
| District 10 | 2 |



Recommended Applications for Council Consideration



Heritage Capital Projects

Austin Scottish Rite, Austin Woman's Club – North Evans Chateau, French Legation, German Free School, Guero's Restaurant[✕], La Peña, Laguna Gloria, Neill-Cochran House, Paramount Theater, Uptown Sports Club[✕], Waller Creek Conservancy



Site-specific Heritage Tourism Projects

Downtown Alliance, Umlauf Sculpture Garden



Thank you

Melissa Alvarado, MPA

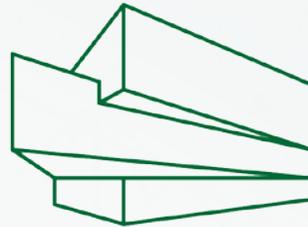
Heritage Tourism Manager

City of Austin Economic Development Department

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www.austintexas.gov/heritage-tourism

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Heritage Tourism

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